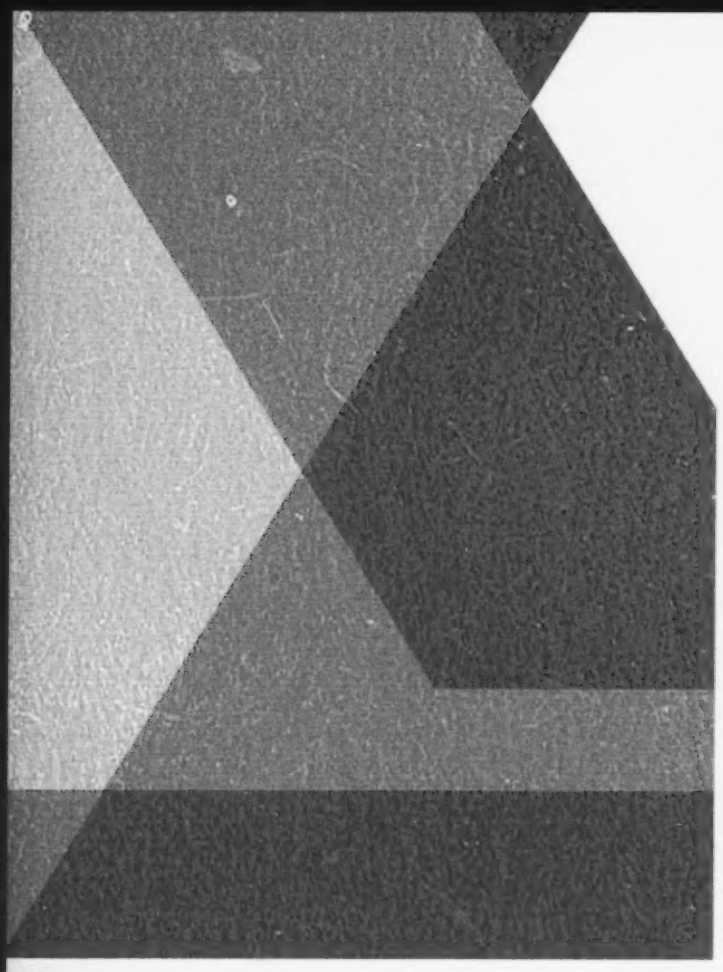

Business Plan

2018–19

Communications Nova Scotia

NOVA SCOTIA

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Budget 2018–19: Business Plan
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Message from the Minister

I am pleased to present the Communications Nova Scotia (CNS) 2018-19 business plan. In the coming year, CNS will continue to focus on helping Nova Scotians learn about important government programs and services.

Nova Scotians expect to interact with government in more ways than ever, online and in their communities. CNS continues to explore and employ new tools and platforms to communicate with Nova Scotians. This includes launch of a new government website in 2018, which will make information easier to find and accessible in all digital formats.

CNS will continue to provide strategic and innovative communication and marketing services based on evidence and evaluation. Using an evidence-based and collaborative approach, CNS is committed to providing services as efficiently and effectively as possible.

In 2018-19 CNS will also take steps to enhance diversity and accessibility, both within the agency and in communications products and services provided to clients and the public.

I look forward to working with the CNS team to support the successful delivery of programs and services that benefit and meet the needs of Nova Scotians.

Sincerely,

Original signed by,

Patricia Arab

Minister, Communications Nova Scotia

Mandate

As government's full-service communications agency, Communications Nova Scotia is legislated to manage and deliver innovative communication support and services to ensure Nova Scotians have the information they want and need. CNS achieves this by working with departments to establish and meet communication goals, while ensuring the priorities, policies and actions of government are clearly communicated.

Core Responsibilities/Services

CNS is mandated in legislation to:

- provide centralized delivery of communications services including, but not limited to
  - strategic communications planning
  - marketing and advertising services, including media planning and buying
  - communications research and evaluation
  - media-relations services, including preparation and distribution of news releases
  - graphic design
  - strategic Internet planning and design
  - photography and videography
  - writing and editorial services
  - print production

- develop policies, practices, standards and guidelines with respect to communications from government, including but not limited to, policies, practices, standards and guidelines with respect to paid advertising, management of the corporate identity of government, and social media use

- ensure that communications from government are
  - timely
  - accurate
  - effective and designed to meet established objectives
  - presented in a factual and respectful manner
  - delivered in a fiscally responsible manner
  - objective and not directed at promoting partisan interests
  - relevant to government responsibilities and priorities
  - compliant with legal requirements and government policies and procedures

CNS's core services are contained within three business areas:

Communications Planning

- Strategic Communications Advice and Planning
- Content Development
- Crisis and Risk Communications
- Corporate Communications
- Media relations

Marketing, Digital & Creative Services

- Digital
- Graphic Design
- Editorial Services
- Image Services (photo/video)
- Marketing
- Internet Strategy
- Advertising (media planning/buying)

Communication & Corporate Services

- Project Management & Support
- Planning & Policy
- Translation Services
- Stakeholder Relations
- Research & Evaluation
- Human Resources
- Budget (recoveries)

Priorities

As a central agency, CNS supports corporate and departmental priorities by delivering communication and marketing programs to help ensure Nova Scotians are aware of government priorities, programs and services and how to access them.

CNS provides an integrated, full-service marketing communications approach to all significant initiatives. In 2018-19 CNS will work with departments to execute strategies to proactively communicate progress and work underway in priority areas. This includes measurable communications objectives set against supporting government's priorities, such as Graduate to Opportunity, Nova Scotia's Sexual Violence Strategy, the Home Assistance Rebate Program, helping to educate people about new cannabis legislation, including health, safety and new laws that govern it.

Goals

- Strategic communications planning and marketing will ensure Nova Scotians have access to the information they want and need.
- All communications and marketing activities are guided by the principles of accessibility, timeliness, accuracy, effectiveness, non-partisanship and fiscal responsibility.
- Proactively identify and implement new and emerging approaches and tools to effectively reach audiences.

Actions

In 2018-19, CNS will work to achieve these goals by:

- Focusing on efficiency and coordination in planning how government communicates with Nova Scotians.
- Developing, implementing and evaluating ongoing departmental/corporate priority strategic communications plans.
- Using research and evaluation to inform evidence-based planning for all communications and marketing activities.
- Developing informative content and leveraging the most effective and appropriate digital and traditional media platforms to engage and inform citizens.
- Continuing to develop and implement Completing implementation of a citizen-centric government website.
- Supporting development and implementation of government's multi-year accessibility plan.

CNS is legislated to deliver communications services in a fiscally responsible manner. CNS will continue to focus on integrating and streamlining resources while ensuring efficient and effective service delivery. CNS will maximize streamlined resources by ensuring a collaborative, integrated and coordinated approach.

In 2018-19, CNS will work closely with departments to identify priority initiatives for Nova Scotians and implement the most cost-efficient, effective and innovative approaches to inform and engage audiences to ensure they are aware of government services and actions.

Evaluation and Measurement

CNS will measure and evaluate progress by:

- Conducting research in cooperation with departments to gather insights used to develop evidence-based communications and marketing strategies and programs, measure awareness and gauge public opinion of government programs and services.
- Using web analytics measures to determine effectiveness and impact of information presented on the government website.
- Speaking directly to Nova Scotians by continuing to grow government's following on digital platforms.
- Continuing to conduct pre-testing and post campaign evaluation, where possible, on significant marketing communications campaigns.
- Regularly reviewing annual and ongoing departmental and corporate initiative communications plans to ensure planned activities continue to be aligned with government priorities.
- Identify barriers to accessible communications and developing additional opportunities to address and prevent barriers in the future.

Departmental Expenses Summary

Departmental Expenses Summary
($ thousands)

Programs and Services	2017-2018 Estimate	2017-2018 Forecast	2018-2019 Estimate
Office of the Associate Deputy Minister	950	913	875
Client Services	846	965	962
Communications Planning	895	888	1,085
Communications Services	691	800	709
Marketing	3,079	2,895	3,714
Total - Departmental Expenses	6,461	6,461	7,345
Ordinary Recoveries	403	200	403
Funded Staff (# of FTEs)			
Department Funded Staff	88.0	90.5	97.0

Note:
For Ordinary Revenues, see Estimates and Supplementary Detail Book, Chapter 2
For TCA Purchase Requirements, see Estimates and Supplementary Detail Book, Chapter 1